Pepe PEPE

Pepe is a meme coin launched in 2023 and inspired by the Pepe the Frog internet meme. It has no company, roadmap or practical use behind it, and its price depends on trading and online attention.

Trade Pepe on Webull

Crypto assets are volatile. Read the risks below first.

Pepe at a glance

Type **Meme coin**	Launched **April 2023** Created by anonymous developers	Total supply **420.69 trillion PEPE** All created at launch, and no new coins can be made
Coins in circulation **~414 trillion PEPE** as of October 26, 2026	Market cap rank **Top 100 by market cap** ~$1.8 billion USD as of October 26, 2026	Network **Token on Ethereum** An ERC-20 token

What is Pepe?

Pepe (PEPE) launched in April 2023 as a tribute to the "Pepe the Frog" internet meme, in the spirit of earlier meme coins such as Dogecoin and Shiba Inu. It was created by anonymous developers and describes itself as having no formal roadmap or team promising future features. It is a "meme coin," a type of crypto asset inspired by internet memes and trends, which staff of the US Securities and Exchange Commission described in February 2025 as being similar to collectibles (SEC staff statement). That is a US staff view, not a Canadian regulatory position.

PEPE doesn't give holders access to a service, income or voting rights, and it isn't used to pay fees on any network. Its value comes from trading activity and from how much attention

the meme coin gets online. It is traded heavily on both centralized exchanges and decentralized exchanges such as Uniswap.

How it works

A token on Ethereum

PEPE doesn't have its own blockchain. It is a token that runs on Ethereum, so it relies on Ethereum's network and validators to record and secure transactions.

A fixed supply

All 420.69 trillion PEPE were created at launch. Most were placed in a trading pool, and the creators gave up control of the token's code, so no new PEPE can be created and the code can't be changed.

Value comes from attention

PEPE doesn't produce income, and there's no company or product behind it. Its price depends on speculation, social media trends and the mood of the market.

Key risks to understand

Extreme price swings	PEPE's price has been extremely volatile. Meme coins can rise and fall sharply in short periods, and PEPE is down far from its December 2024 high. You could lose all of the money you put in. In some circumstances it may be hard to value your holdings.
Hype and "pump and dump" cycles	PEPE's price is highly sensitive to social media trends and viral posts. Sharp rises driven by hype can reverse quickly when attention moves elsewhere.
No use and no roadmap	PEPE has no practical use within a network and no development team or plan. It has no income, assets or business behind it, so its value depends almost entirely on demand from other buyers.
Concentration	A small number of large wallets ("whales") hold a significant share of PEPE. A sale by one of them could move the price sharply.
Falling liquidity	Trading volume can dry up quickly when interest fades, which can make it hard to sell at the price you want.

Dependence on Ethereum	PEPE relies on the Ethereum network. Problems with Ethereum, or in the smart contract that runs PEPE, could affect PEPE's value. Webull may choose not to support a fork of Ethereum, in which case you wouldn't receive any new assets it creates.
Anonymous creators	PEPE was created by anonymous developers, so there is limited public information about who is behind it.
Regulation	Rules for crypto assets, and for meme coins in particular, are still evolving in Canada and elsewhere. No Canadian securities regulator has given an opinion on how PEPE is characterized, and changes in law or government policy could affect demand.
Cyber security and scams	Blockchain networks, and platforms like Webull and its service providers, can be targeted by cyber-attacks. Fake tokens that copy the name PEPE are common, and holders of meme coins are often targeted by scams. Advances in technology such as quantum computing could also create new vulnerabilities.

This is not a complete list. Crypto transfers are generally irreversible, and crypto assets come with limited investor protections and deposit insurance in Canada compared with many other products. Make sure you understand the risks before you trade.

How your Pepe is held

Webull uses third-party custodians that support PEPE, including Coinbase Custody Trust Company, LLC and Coinbase Canada Inc. Coinbase has provided a SOC 2 Type 2 report on its security controls for broker, custody/vault and wallet services.

Learn more

Pepe (official site)

Types of crypto assets (CSA)

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